



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **NEW TECHNOLOGY REVOLUTIONIZES CD CATALOG PRODUCTION** *Online Updates Automatically Replenish Data, Saving Time, Cost*

**DOWNERS GROVE, ILLINOIS** – Vertical Development, Inc. has developed new technology enabling aftermarket manufacturers to distribute catalog data on CD and then post updates online. As a result, manufacturers can get valuable product data into their customers' hands faster, without incurring additional CD production, replication and mailing costs.

“Controlling printing and distribution costs and improving the accuracy of published information are critical strategic initiatives for companies striving to improve service yet maintain a competitive price position,” said Vertical Development President Jay Wright. “Our new technology enables them to do both. An automotive CD catalog published to the Vertical Development format is a synchronized web document that uses the Internet to update its content when needed. It saves the cost of producing and distributing additional CDs while assuring manufacturers that customers have access to the latest product information, reducing the chance of a lost sale due to missing or obsolete data.”

The new technology is available on premium versions of VDI's ShowMeTheParts system for producing interactive application catalogs on CD. Easy to use, it enables manufacturers to publish CD catalogs and post updates online, as often as needed. CD users can then download updates at their convenience. Once downloaded, the data is seamlessly inserted into the catalog document on the user's computer.

The new technology is an ideal solution for service centers and auto shops without high-speed Internet access. “Unlike web pages that require an Internet connection, a Vertical Development CD catalog is available offline, so even shops with dial-up connections can access the data immediately,” said Wright. “The only time they need an Internet connection is to download updated files.”

*MORE*

## **New Technology Revolutionizes CD Catalog Production – Continued**

For more information including a free demonstration of the new CD technology, please contact Ronald Garand at Vertical Development, Inc. by phone: (847) 609-9540, or e-mail [rgarand@verticaldev.com](mailto:rgarand@verticaldev.com). More information can also be obtained by visiting the company's web site at [www.verticaldev.com](http://www.verticaldev.com).

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-WebCatalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. In addition to their ShowMeTheParts system for publishing catalogs on CD, VDI offers a premium version for making CD updates available online, eliminating additional production, duplication and distribution costs. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant Solutions, NAPA (Attribute, PartsPro), WHI Solutions (Wrenchhead) and other retailer formats. VDI's software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market. Founded in 1983, the company has offices in Downers Grove and Huntley, IL, as well as Fremont, CA.

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